

Position Description

Development Outreach & Communications team Lead-FSNPSC-11

USAID/Nepal Program and Project Development Office (PPD)

BASIC FUNCTION OF THE POSITION:

The Development Outreach Communications (DOC) Team Lead reports directly to the Director of the Program and Project Development (PPD) Office or his/her designee. He/She advises USAID, USAID implementing partners, and U.S. Embassy colleagues on foreign assistance outreach and communications. He/She will support the work of the Mission by liaising with all technical teams and implementing partners in the development and implementation of the Mission's overall communications strategy and to promote U.S. foreign assistance in Nepal.

Through targeted investments, USAID partners with Nepal to ensure the country's transition to a more stable, inclusive, and effective federal democracy, based on international norms and free from malign influence. We help Nepal meet the needs of its most vulnerable through expansion of education, health services, and economic productivity. By elevating Nepal's ability to mitigate, prepare for, respond to, and recover from shocks, USAID supports a disaster resilient Nepal that is well positioned for sustainable development. Within this context, the DOC Team's objective is to raise public awareness of, and build support for the USG's foreign assistance goals, efforts, and achievements with a specific focus on USAID. With the rapid development of communication technologies and new forms of media, it is imperative that USAID/Nepal remain on the forefront of conceptualizing and implementing innovative approaches to reaching target audiences. The DOC Team Lead oversees the planning and implementation of an effective and measurable communications strategy that helps USAID achieve its ambitious Development Objectives.

MAJOR DUTIES AND RESPONSIBILITIES TIME

% OF

Supervision and Coordination. (50%)

The Team Lead will supervise USAID/Nepal's DOC Team including an Outreach Editor and Coordinator (USPSC Local Hire) and the DOC Assistant (FSN-08) to ensure overall quality, strategic alignment with the USG and USAID goals and messaging, and coherence of the team's communications and outreach products and initiatives. He/She will lead the development and implementation of the USAID/Nepal communications strategy and outreach plan, identifying objectives, messages, audiences, products, budgets, and developing plans in coordination with USAID managers in support of the USAID Country Development Cooperation Strategy (CDCS), the interagency Integrated Country Strategy, and overall Embassy Kathmandu communications strategy. In this regard, the Team Lead will manage USAID/Nepal's relationship with the Public Affairs Section to ensure effective and strategic coordination on outreach across the whole Embassy. The Team Lead will also represent USAID at the senior level in all matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Nepal, implementing partners, media, international donors, the private sector, civil society, academia, think tanks and all other stakeholders. Additionally, the Team Lead will establish and maintain contacts with donor representatives, implementing partners, journalists, local non-governmental organizations, and other USG

agencies to collect and share information. He/She will serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320, ADS 558, ADS 557, and the Agency's Graphic Standards Manual and Partner Co-Branding Guide. This includes developing and providing training to USAID staff and implementing partners on the appropriate use of branding and marking. The candidate will further be responsible for developing and implementing an annual social media strategy that will deepen engagement with the Nepali people, advance the Mission's communications strategy, and increase the number of social media followers on platforms such as Twitter, Facebook, Flickr, and YouTube. This includes developing dynamic social media campaigns that increase engagement with key audiences and increase the number of people following USAID/Nepal on social media platforms. The candidate is expected to track progress through defined metrics and monitor attitudes and discussions about USAID and its programs on social media platforms. He/she will be the Mission's primary point of contact and liaison for communications, responding to public inquiries and information requests from USG agencies and/or from USAID headquarters in Washington.

Develop Information Products. (15%)

In collaboration with USAID technical staff, U.S. Embassy staff, and USAID partner organizations, the candidate will lead the drafting and editing of all outreach materials, including background briefing memos, fact sheets, talking points, articles, op-eds, blog posts, success stories, key messages, media advisories, press releases, and information reports for target audiences, including local media and USAID/Washington headquarters among other stakeholders. The candidate will also lead the creation of original media assets. He/she should be able to lead and serve as an official photographer for events and post the quality photos on social media with compelling and descriptive captions. He/she should also be able to have adequate knowledge of using a video camera and video editing software; the short video will be shared with key audiences online or at events. In developing information products, he/she will assist USAID staff and implementing partners in developing appropriately branded public information documents and marketing materials. He/she will review marking and branding plans submitted by USAID partner organizations to ensure compliance to regulations and provide helpful feedback on how to make the plan stronger and more strategic. He/she will also regularly develop new social media content such as posts, tweets, photos with captions, and online videos. The Team Lead will also be responsible for keeping up-to-date and compelling content, such as text, photos, and video, on the USAID/Nepal Web site both in English and Nepali.

Public Relations. (15%)

In addition to developing compelling communications materials and media products that will engage journalists, the candidate will serve as an important liaison between USAID and the press. He/she will maintain an up-to-date central and local media contact list and cultivate positive working relationships with reporters who could cover USAID projects. In collaboration with the PPD Office Director and the Embassy's Public Affairs Section, the Specialist will pitch stories; organize and staff press events; prepare for and staff press interviews; and help answer press inquiries. This may include arranging interviews, press conferences, round tables, briefings, media tours of USAID projects, TV, radio, and other media events. The candidate will serve as a media relations expert and provide guidance to USAID staff and partner organizations on the best strategy for media engagement to ensure targeted, coherent, and consistent messaging. At times, he/she will be expected to train USAID staff, implementing partners, and other stakeholders in support of their public speaking and media outreach roles.

Events. (20%)

The DOC Team Lead will plan, coordinate, and manage events (in conjunction with the U.S. Embassy Public Affairs Section when warranted) that can include participation from high-level USG representatives and Nepali government officials, which requires adherence of certain protocols. The events can range from the inauguration or closing of USAID projects throughout Nepal; ribbon-cuttings; media roundtables; press conferences; visits to USAID projects with journalists, senior U.S. and Nepali officials, and VIP guests; and public presentations. The candidate will help with event site selection; planning the event program; identifying the most appropriate audiences and stakeholders to engage for the event; planning event logistics; and helping the event host achieve key objectives. Event program planning includes writing, reviewing and editing press releases, write/edit Briefing Checklists (BCLs), scene setters, briefing materials and memoranda to the Ambassador when participation in events is warranted.

QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:

- a. **Education:** A minimum of a Master's degree is required. A major in journalism, communications, public relations or affairs, English, international relations, international development, public administration, development/area studies, social studies or related field is required.
- b. **Prior Work Experience:** A minimum of seven years of professional experience in a related field is required.
- c. **Post Entry Training:** Agency's established policies, procedures, and regulations that cover: 1) Programming Foreign Assistance (PFA) 2) basic procurement, particularly related to purchase orders; 3) Development Outreach Communications training; 4) Supervision/Leadership training; 5) Ethics training; 6) Cyber Security Training; 7) Equal Employment Opportunity training.
- d. **Language Proficiency** (*List both English and host country language(s) proficiency requirements by level (II, III, IV) sp/rd/wr::* Demonstrated written and spoken fluency in English and Nepali is required; candidate must meet level IV proficiency).
- e. **Job Knowledge:** Word processors such as MS Word, Excel, PowerPoint, Google Docs; photo and design skills/experience in graphic tools such as Photoshop. Knowledge in international development, international relations, and public relations.
- f. **Skills and Abilities:** Good coordination, teamwork, adaptability, and organization skills within a multicultural work environment. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. Strong public speaking and presentation skills; media relations experience; excellent writing skills in both English and Nepali; and skills in social media engagement. Experience in videography and basic editing of videos is desired. Other management skills include: leadership skills to effectively supervise two (2) communications and outreach professionals; ability to follow the Agency's Code of Ethics and Conduct; skills in representing the Agency among senior USG and Government of Nepal Officials; and the ability to handle procurement-sensitive information with the necessary discretion.

POSITION ELEMENTS:

- a. **Supervision Received:** Employee is directly supervised by the Mission's PPD Office Director and/or his designee. The candidate is expected to work with a high degree of independence and periodically update his/her supervisor on the progress of his/her work. Performance is reviewed by the supervisor on annual basis.

- b. **Supervision Exercised:** The Employee will serve in a supervisory role (supervision of two communications and outreach professionals, FSN-10 and FSN-8). The Team Lead will also more broadly provide guidance and technical direction concerning strategic communications, media relations, social media, and marking and branding guidelines to USAID staff and partner organizations.
- c. **Available Guidelines:** Guidance for USAID policies and procedures can be found in the Automated Directive System (ADS), DOC Manual, Mission Orders, and Mission Notices.
- d. **Exercise of Judgment:** Employee is expected to exercise a high degree of judgment in recommending and carrying out analysis and maintaining relevant contacts in USG agencies in Washington, DC and Nepal, press, and USAID partner organizations.
- e. **Authority to Make Commitments:** Employee is not authorized to make financial commitments on behalf of the United States Government.
- f. **Nature, Level, and Purpose of Contacts:** Personal contacts are with national and local media, U.S. Embassy personnel, USAID/Washington, and USAID partner organizations.
- g. **Time Expected to Reach Full Performance Level:** The time frame required to perform the full range of duties/responsibilities of the position to include necessary training is 12 months.